

## ORDER



**Orders**  
**Order / Rev:** 725032  
**Alt Order #:** 06397222  
**Product Desc:** RPOF 3PAC  
**Estimate:**  
**Flight Dates:** 10/27/12 - 11/05/12  
**Original Date / Rev:** 10/25/12 / 10/26/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Southern Campaign Resources  
**Buying Contact:** Erin Pennington  
**Billing Contact:**  
 235 E. Virginia Street  
 Tallahassee, FL 32301

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** RPF/ 3PAC/R/ Peters/ Hudson/ Brodeur  
**Demographic:** A35+  
**Product Codes:** PL-State House Representative  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	1	\$10,000.00	\$8,500.00
10/29/12	11/05/12	13	\$20,150.00	\$17,127.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	1	\$10,000.00	\$8,500.00	0.00
November 2012	13	\$20,150.00	\$17,127.50	0.00
<b>Totals</b>	<b>14</b>	<b>\$30,150.00</b>	<b>\$25,627.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	10/27/12	10/27/12	Florida Football Daytime	CM	Florida Football Daytime	-----S-	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1				\$10,000.00		0.00			
E 2	WTSP	10/29/12	10/30/12	M-F 6-630p	CM	6-630p	MT-----	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2				\$1,000.00		0.00			
E 3	WTSP	10/30/12	11/01/12	7-730p	CM	7-730p	-T-T---	:30	2	\$2,600.00	P-3	0.00	NM	2	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-T---		2				\$2,600.00		0.00			
E 4	WTSP	10/29/12	11/02/12	730-8p	CM	730-8p	M-W-F--	:30	3	\$3,000.00	P-3	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-W-F--		3				\$3,000.00		0.00			
E 7	WTSP	11/05/12	11/05/12	M-F 530-6p	CM	530-6p	M-----	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$550.00		0.00			
E 8	WTSP	11/04/12	11/04/12	LN (Su)	CM	Su 11-1135p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/04/12	11/04/12	-----S		1				\$1,800.00		0.00			

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Advertiser: RPF/ 3PAC/R/ Peters/ Hudson/Brodeur  
 Product Desc: RPOF 3PAC  
 Estimate:

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 8	WTSP	11/04/12	11/04/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$1,800.00		0.00						
N 9	WTSP	10/29/12	11/02/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTF--	4		\$400.00		0.00						
													Totals	14	\$30,150.00